

REMARKS

Applicants respectfully request consideration of the subject application. This Response is submitted in response to the Office Action mailed January 17, 2006. Claims 2-16, 19-34, 36-51, and 71-85 stand rejected. In this Amendment, claims 11, 14, 28, 71, 75, 76, 81 and 85 have been amended and claim 80 has been cancelled. No new matter has been added.

35 U.S.C. § 103 Rejections

The Examiner has rejected claims 2-16, 19-34, 36-51, and 71-85 under 35 U.S.C. § 103(a) as being unpatentable over article by Marc Gunther entitled "The Trouble with Advertising" (hereinafter "Gunther") in view of Eggleston, et al. (U.S. Patent No. 6,061,600, hereinafter "Eggleston").

Applicant respectfully submits the cited art fails to teach or suggest, inter alia, as claimed in claim 71: "a host computer system hosting a website, wherein the website includes a plurality of hyperlinks to services and webpages in the website and each of the plurality of hyperlinks has an associated point value indicating any number of points a user can get for clicking on the hyperlink." Similar limitations are included in independent claims 76, 81 and 85.

The Examiner submits that it would be obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included associating different point values to the different advertisers links because such a modification allow different advertisers to offer a higher point value to users

who click on the links to their websites and therefore increase their traffic flow.

Applicant respectfully disagrees.

As clarified in the amendments to claims 71, 76, 81 and 85, embodiments of the presently claimed invention are directed to a website that provides hyperlinks to services and webpages that are within the website of the host computer system. Each of the hyperlinks that are within the same website have different point values associated therewith that are stored in the look up table. An exemplary table showing the different point values for links within the same website is shown in Figures 3A and 3B. The illustrated links, which have differing point values, are not for different advertisers. Thus, in embodiments of the presently claimed invention, links that are associated with the same host (e.g., same advertiser), but different features of the website, have different point values.

The Examiner has pointed to no teaching in the cited art for associating different point values to links within the same website.

As explained in the background section of the present specification, a problem for many websites is to retain users to their own site. Embodiments of the presently claimed invention encourage users to access and stay at a website by awarding points in exchange for an automatic sweepstakes entry upon acquiring a sufficient number of points by clicking on links within the website. Embodiments of the present invention can, therefore, be used on any type of website and do not require that the website sell a product.

Thus, neither Gunther, Eggleston, nor combinations thereof teach or suggest all of the limitations of independent claims 71, 76, 81 and 85. Claims 2-16, 19-34, 36-51, 72-75, 77-79 and 82-84 depend, directly or indirectly, from one of the foregoing independent claims. Applicant, accordingly, respectfully requests withdrawal of the rejections of claims 2-16, 19-34, 36-51, and 71-85 under 35 U.S.C. § 103(a) as being unpatentable over article Gunther in view of Eggleston.

Applicant respectfully submits that the present application is in condition for allowance. If the Examiner believes a telephone conference would expedite or assist in the allowance of the present application, the Examiner is invited to call Jennifer Hayes at (408) 720-8300.

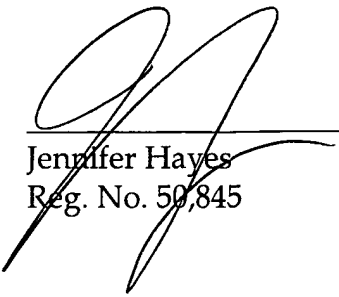
Please charge any shortages and credit any overages to Deposit Account No. 02-2666. Any necessary extension of time for response not already requested is hereby requested. Please charge any corresponding fee to Deposit Account No. 02-2666.

Respectfully submitted,

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